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1924



The Key To SUPREME GLADIOLUS GARDENS

Elmwood Terrace

vt.

U. S. DEPARTMENT OF AGRICULTURE.

Official Business.

Penalty for private use to avoid the
payment of postage, \$300.

U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

From _____

Address _____

BUREAU OF PLANT INDUSTRY,
Horticultural Investigations.
M. R. N.

8-4767

GOVERNMENT PRINTING OFFICE

The First Requirement of the Supreme Garden is

A BULB OF SUPREME QUALITY

BELow—A corner of the Bennington home and a small section of one of the gardens of Margaret Breard Hawks.

It is this soil, carefully analyzed, tested and prepared, which has furnished new standards of bulb and bloom perfection.



THese are prime considerations that the shrewd purchaser of bulbs will observe:

First—Substantial evidence of superiority over competitors.

Second—Absolute assurance of productive health and vigor.

Third—Fitness for the buyer's soil and climate.

Fourth—Guaranteed freedom from rogues and diseases.

Price, as a consideration, is a grave and expensive mistake barring many growers from success and prestige. Reliance upon lowest quotations to determine where one's orders shall be placed is false and dangerous economy. The saving of absurdly small sums in original purchases has resulted in many grievous disappointments in mediocre if not ruined gardens.

If you would list on paper, carefully and conscientiously, those commercial growers who can, without the slightest question, meet each and every one of the four considerations stated above, then price may safely be made the fifth consideration—and only then. For that one reason, we have asked you to compare our prices with those of other established and reliable growers proved by reputation, exhibition success and reproductive tests in various localities to measure up to your needs.

Unwise selection may be another factor detrimental to happy realization.

Harmonizing color combinations for gardens or for home decoration are most important. We have suggested several very attractive groupings in this folder.

Exhibition value is another urgent point of concern. We have noted several of our most consistent prize winners.

A distressing number of failures have resulted from neglect of the third consideration. Bulbs from one soil and climate often will not reproduce satisfactorily in others. Sickly, stunted gardens are too frequently attributed to wrong reasons when unsuitable stock is the real cause.

Margaret Breard Hawks, a native of Louisiana, had the supporting opinions of soil and seed experts in her choice of Vermont location for her gardens. Even as potato growers in all sections of America demand Vermont seed for best results, so have gladiolus growers throughout the United States and Canada accepted Elmwood Terrace bulbs as the highest type of garden, exhibition and commercial stock producing blooms of superior vigor and beauty in any climate.

When Better Bulbs Are Grown ELMWOOD TERRACE GLADIOLUS GARDENS

620

Our Latest Triumph—at the 1923 American Gladiolus Society Show

"THE GARDEN MAGAZINE ACHIEVEMENT MEDAL"

*That coveted trophy signifying championship of the year's greatest show with the highest number of points won.
With less than half our exhibits staged, awards to us totaled nearly double those of any other competitor.*



Announcement:

We have now in preparation a concise pamphlet of instruction and suggestion for growers of gladioli. This will include a summary of Elmwood Terrace methods, not only in planting, growing and harvesting, but in filing, indexing and handling from the time the bulbs are placed in the ground until they are marketed.

Valuable notes are provided on all cultural, storage, decorative, exhibition and commercial phases of this fascinating occupation. Human interest bits are contained, anecdotes, answers to questions all gladioli growers have asked, highlights of experience since the very beginnings of Elmwood Terrace Gladioli Gardens, comments worthy of attention by every follower of the "Glad Trail."

This pamphlet, "Gladioli Gleanings" by Margaret Beard Hawks, illustrated with photographs and pen and ink sketches, will be available, upon request, with every order of Elmwood Terrace bulbs totaling three dollars or more.

The Sensation of the A. G. S. Show at St. Thomas, Canada

Picturing the glorious Marshal Foch display and its award—The Burpee Silver Trophy to Elmwood Terrace Gardens for "The Finest of All Varieties." A prize winner wherever shown at the leading exhibitions. Declared in Champe's book to be a "wonderful acquisition—the forerunner of a new race of Glads."

ELMWOOD Terrace bulbs are guaranteed true to name and exactly as represented. Without qualification, we assert them to be just what the awards made by America's foremost judges as recorded on these pages prove them—the best obtainable at any price, ideally adapted for any soil or climate where Gladioli will grow. Our selections from the creations of the world's greatest hybridizers have received the invariably unanimous approval of connoisseurs. In our soil and climate, and through our own cultural methods, we have strengthened and improved this stock until its supremacy is assured in any competition. The quality of Elmwood Terrace strains cannot be surpassed or duplicated from any other source—strong, healthy, intensely vigorous bulbs producing magnificent blooms of unapproachable perfection.

ELMWOOD TERRACE GARDENS
GOLD MEDAL GLADIOLI
BENNINGTON VERMONT



An Apology—

We had intended, this season, publication of an Elmwood Terrace catalog which would be without more of a rival in its field than are our bulbs in theirs. With the most expensive of paper, color plates and printing, we planned to issue such a catalog as would be appropriate to the superiority attained by Elmwood Terrace Gladioli, and a delight to those who saw its beautiful pages.

But the rush of our planting, cultivating, harvesting and filing delayed us from day to day, and from week to week, until our printers told us that no such catalog could be completed before late February, 1924. Our mail was filled with demands for our price list. We could not wait. This folder—or what our printers call "broadside" seemed to be the only solution.

Our disappointment is keen, but we have these consolations. Our best offerings are here contained; our stock is just as good as it would have been if advertised in the elaborate publication; our customers can find herein the selection they desire and their gardens will bloom just as perfectly from the stock this folder offers. Anyway, whether from this folder or from the most wonderful catalog we could devise, these are all Elmwood Terrace bulbs, aren't they? And that, after all, is what counts in the Supreme Garden.



Kunderd Gold Medal awarded for the Largest and Finest Collection of Kunderd Originations.

Our consistent, sweeping victories at the foremost shows, our perfected cultural methods and ideal soil and climatic conditions assure the continued reign of ELMWOOD TERRACE products as the finest obtainable

FACTS YOU CANNOT IGNORE

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Kunderd Gold Medal awarded for the Largest and Finest Collection of Kunderd Originations.

ELMWOOD
TERRACE

1924 Price List

Among Letters:

"I've gone clean daft over gladioli, and particularly so since receiving the wonderful news you are advertising my position. I thank you for your preference to the many other firms who have been very liberal with me." A. W. P., grower.

"My assortment contained some of the newest colorings I have ever known. The results to us were astounding." A. J. P., New York grower.

"Just a note to say that the gladioli are fine. One of my bulbs of Purple Glory had three stalks on it!" F. W. M., New York, letterman, antedated.

"Isn't it possible to reserve for me 200 to 250 of an assortment such as I had this year? I have not in exhibition or elsewhere, seen anything to equal these flowers." G. L. G., Glendale, California.

"Frederick H. G. H., a New York manufacturer and gladiolus grower.

"Your blooms attracted a great deal of attention and other folks liked them well that have sold about the largest bushes I have ever seen. Quite many of your highest priced ones per each, and the others in lots of 100 to 1,000. I am pleased to note that you captured Royal Gold in Gold Medal at Glendale, California grower."

"The blossoms were the largest, and best we have seen this year. I will be in the market for a few thousand planting size bulbs this year." R. L. W., Connecticut grower.

"I have had splendid success with your gladiolus bulbs. They are the best that I received from any one." A. H. Massachusetts.

"You must always hold your customers once they find you." S. S. Massachusetts.

"I consider that Marshal Foch is one of the finest creations. I will give a high recommend in the new edition of my book. Please enter my order for 50 bulbs." R. M. C., Noted author and grower.

ON these pages are published brief descriptions and quotations on about one-third the varieties in our comprehensive collection of the leading commercial favorites and exhibition specialties. Quotations upon any other desired varieties will be furnished upon request. Attractive groupings and color collections will be found on the back page of this circular.

We ask that you compare our prices with those of any other grower of international reputation or having a record of consistent winnings at the big shows.

Stock will be reserved as orders are received, for delivery at any time specified.

Those determined upon supreme garden quality in 1924 will be wise to place their orders immediately.

MARGARET BREARD HAWKS ELMWOOD TERRACE BENNINGTON, - VERMONT

Aristocrats of Gladiolus World

BEST of commercial and exhibition varieties and garden favorites for professional or amateur, at prices exceptionally attractive to those who know

AMERICA — Very large flowers of delicate lavender-pink, 5c each. 50c dozen. \$2.00 for 100.

ALBANIA — A very attractive new glistening white petals broad, well rounded and crimped on edges, very faint light pink mottling scarcely noticeable. Very early, 10c each. 50c dozen.

LE MARCHEUL FOCH — A new Holland variety — seedling of America — very delicate pink — flowers open at once. Very early, very effective in garden or vase. 10c each. \$1.00 dozen.

QUEEN WILHELMINA — A very beautiful large salmon pink — each stem is a veritable bouquet in itself, as the flowers are large and many. Very early, very effective. 10c each. \$1.00 dozen.

LOVELY ETHEL — Exquisite wide open flowers of delicate colorings and greatly admired. 10c each. \$1.00 dozen. \$2.50 dozen.

BARON HULOT — Very fine dark blue tall and graceful, a good ruffled variety. 10c each. \$1.00 dozen.

LOUISE — A magnificent new lavender. Very early, open flowers with long slender petal. Extra fine, very strong grower. 25c each. \$2.50 dozen.

BERTREX — A wonderful pure, glistening white, tall and vigorous. Fine early commercial flower. The peer in this shade. 8c each. 75c dozen. \$5.00 for 100.

BLUE JAY — The most known blue gladiolus. A true winner, suggestive of the bird which it is named. 20c each. \$2.00 dozen. \$12.00 for 100.

CARMEN SYLVIA — One of the very finest new white, pure white, throat slightly penciled lilac. Tall, slender straight stem. Reaches well and is a good propagator. 30c each. \$3.00 dozen.

CHATEAU THIERRY — Very large brilliant orange scarlet. Makes a wonderful show in the garden and fine for cutting. Strong grower. 10c each. \$1.50 dozen.

CRIMSON GLOW — Deep brilliant crimson overlaid with darker shades, lower petals blottedched with a deep border of salmon pink. A beauty. 10c each. \$1.50 dozen. \$10.00 for 100.

MR. MARK — A new light blue. Beautiful color and fine sturdy grower, good propagator. Biomed in our gardens first year from bulb. 10c each. \$1.50 dozen.

MARY STEARNS BURKE — Canary yellow overlaid with apricot, deep canary center: spike with straight spike, covered with large leaves. Very early, very attractive. 10c each. \$1.50 dozen.

MRS. O. W. HALLADAY — A deep golden cream color with petals flushed all around the edges with a deep border of salmon pink. A beauty. 10c each. \$1.50 dozen. \$10.00 for 100.

ROSE ASH — Delightful old rose tones fading to ashes of roses on the outer edges of petals. Very unique in coloring and greatly admired. 10c each. \$1.50 dozen.

ROSE CUCULUS — The new French white variety — seedling of America — flowers open at once, slender stems; resembles one of a snow white Primrose. 10c each. \$1.00 dozen.

ROYAL KENNEDY OF IRELAND — New. Beautiful deep rose with yellow blotch. Flowers very large and very attractive. 10c each. \$1.50 dozen.

RUBIE EMPEROR — A princely flower, immense. The tallest, deepest red, well placed on a giant stem; magnificent. (See Diagram.) 10c each. \$1.50 dozen. \$10.00 for 100.

ROYAL WILHELMINA — A very beautiful large salmon pink — each stem is a veritable bouquet in itself, as the flowers are large and many. Very early, very effective. 10c each. \$1.00 dozen.

ROYAL YANKEE OF IRELAND — New. Beautiful deep rose with yellow blotch. Flowers very large and very attractive. 10c each. \$1.50 dozen.

SAINT LOUIS — A very fine rich glowing red. Fine color and larger flower. 10c each. \$1.50 dozen.

MRS. FRANCES KING — Very tall flame scarlet. Many large flowers open at once. For brilliant effects nothing is finer. 5c each. 50c dozen.

MRS. WATT — Tall stately American Beauty with rich blue green foliage which harmonizes perfectly with the glowing beauty of the flower. 8c each. \$5.00 for 100.

MRS. JOHN R. WALSH — Here is a real beauty. Heavily ruffled flesh pink with dark ruby red border. 8c each. \$5.00 for 100.

MRS. WM. KENT — Light fawn to light ash of roses. Old rose throat, sometimes very ruffled, very delicate; rapid propagator.

MRS. W. N. KEL-WAY — Kelway's July flowering. Very early, large flowering wide open flowers on long spikes, soft pink shading to yellow throat. 10c each. \$1.00 dozen. \$7.00 for 100.

CHARLEMAGNE — A magnificent French variety. Gorgeous large wide open spikes. 10c each. \$1.50 dozen.

CHRISTINE M. KEL-WAY (Kelway's July flowering) — Very early, large flowering wide open flowers on long spikes, soft pink shading to yellow throat. 10c each. \$1.00 dozen. \$7.00 for 100.

CONSPICIOUS — Very fine light blue with dark blue blotches, yellow center — strong grower, good multiplier. 10c each. \$1.00 dozen.

DIDIER'S AMERICAN BEAUTY — Brilliant American Beauty color, with creamy yellow throat; one spike opening a large number of flowers. Very early, a most amiable bouquet of beauty. Flowers very large and spikes tall. 75c each. \$7.50 dozen.

DOMINION — A princely flower, immense, pale dove-colored flowers, well placed on a tall stem, magnificient. 10c each. \$1.00 dozen.

EMERALD SNOWFLAKE — New color, rich creamy white delicately tinted and flaked rose which bleaches to pure white under glass; splendid forcing variety often attains 5 feet and produces flowers of a size and quality of which none six inches in diameter — fine for house or garden decoration. First prize, Boston & Silver Medal, 1923.

ELORA — A very beautiful early white from that plant wizard, Luther Burbank. Flower large, wide open and hairy. 10c each. \$1.00 dozen.

FATHA'S KIRTLAND — Very tall slender spike; brilliant scarlet, very ruffled, very deep, deepening toward the edge; brilliant scarlet blotches on lower petals. A marvelously beautiful forcing variety, a great prize winner. 10c each. \$1.50 dozen. \$10.00 for 100.

PEACE — A giant white with lilac featherings in throat, very robust plant and beautiful flowers. 5c each. \$5.00 dozen.

VELVET KING — A gleaming deep scarlet. Makes a brilliant garden cut flower variety. 5c each. \$1.00 dozen. \$10.00 for 100.

WART — A very large blood-red, tall and stately. Pure red color. Very handsome. 10c each. \$1.00 dozen.

WHITE WILHELMINA — A tall handsome blushed white with dark carmine throat blotch. 8c each. 75c dozen. \$4.50 for 100.

WHITE GIANT — An enormous pure white without any markings in the throat, wide open and often measure up to 54 inches. Flowers are placed on spikes and tend to six open at a time. A descendant of "Mrs. Frances King" with the fine points of that variety. 10c each. \$1.00 dozen.

CHICAGO CHIEF — A new florists' variety, very early. Pure white with lavender markings in throat. 5c each. 50c dozen. \$3.00 for 100.

CRESCENT QUEEN — Very large dark wine red color. Most beautiful of this color. 20c each. \$2.00 dozen.

DAISY RAND — Soft rose pink, overlaid and flecked with slight tint of blush pink. A truly magnificent. 20c each. \$1.50 dozen.

TECHNIKA — A tall handsome blushed white with dark carmine throat blotch. 8c each. 75c dozen. \$4.50 for 100.

NIAGARA — Large rose blooms; tall vigorous spike; flowers very large, yellow center — strong grower. 10c each. \$1.00 dozen.

PANAMA — Large rose pink; first class certificate everywhere shown. Europe and America. 8c each. \$5.00 for 100.

PINK BEAUTY — A giant white with lilac featherings in throat, very robust plant and beautiful flowers. 5c each. \$5.00 dozen.

WILBRINK — A delicate cream-colored plant with pinkish edges, a variety of which it is a sport. Very early. "Fine florists" variety. Beautiful. 10c each. \$1.00 dozen.

YELLO HAMMER — An exquisite vase flower of pure soft creamy yellow without throat blotch — many flowers open at once on long slender stems. 8c each. 75c dozen. \$5.00 for 100.

YELLOW HAMMER — An exquisite vase flower of pure soft creamy yellow without throat blotch — many flowers open at once on long slender stems. 8c each. 75c dozen. \$5.00 for 100.

YOUNG'S WONDER — Originator's description: "First prize, Boston and New York, 1921. This is a very wonderful gladiolus; the largest and most valuable flower in the world. It grows to a height of 5 feet and produces flowers of 18 inches in diameter, making 10 to 15 blooms to the stalk; four to five massive blooms open at once, many of them measuring 6 to 8 inches in diameter, very decorative for house or garden and splendid for forcing. The color is a shade lighter than Flame Yellow, but deeper and more brilliant than Flame Yellow. A true gladiolus, well suited for forcing. Heavy propagator." 45c each. \$4.50 dozen.

PINK BEAUTY — A beauty in truth and should be in every garden. Rose pink with a deep border of crimson. 10c each. \$1.00 dozen.

PEARL — Delicate light pink with creamy yellow throat; one spike opening at once on a lowly stem; a lovely cut flower and quite early. 10c each. \$1.00 dozen.

FAUST — Also known as "Harvard" on account of its pure deep crimson color. Long, graceful, slender spikes, many flowers open at once, very time; very stunning to each. 10c dozen. \$5.00 for 100.

FLORA — Very large beautiful light yellow on the gold tone. New. 15c each. \$1.50 dozen. \$10.00 for 100.

GOLD — Wonderful deep rich yellow. A strong grower and very early. Very handsome in combination with light colors. 10c each. \$1.00 dozen.

GOLDEN MEASURE — The one best yellow; large flowers of deep golden yellow, heretofore unknown in a large flowering gladiolus. Seven inches in diameter, very large flowers open at once on a tall stem give a most magnificent effect. 45c each. \$4.50 dozen.

PINK PERFECTION — A most exquisitely lovely flower of a true La France pink. Its soft coloring, graceful stems, open buds, and weight of bloom makes it one of the choicest of the newer varieties. 10c each. \$1.00 dozen.

PRINCE F. C. PETERS — A wonderful new creation, the first class variety of "Golden Measure". Rich dark scarlet amaryllis-flowered blossoms with large white blotches on lower petals. 8c each. 75c dozen. \$5.00 for 100.

PRINCE OF WALES — A very high-class new variety. Extremely early, large and lovely. Rich salmon. 10c each. \$1.00 dozen. \$7.00 for 100.

PRINCE OF INDIA — A most unique blending of salmon pink and blue. Many blooms open at one time on tall, slender spikes, very handsome novelty. 45c each. \$4.50 dozen.

JACK LONDON — One of Deiner's finest varieties. Salmon rose and cream shaded stippled with white. 10c each. \$1.00 dozen.

GRAND DUCHESSE — A pure salmon pink, deepening to salmon on lower petals. A beautiful cut flower variety. 8c each. 75c dozen. \$5.00 for 100.

GRAND MOTHER — A new white, faintly tinged pink with blue anthers. Large blossoms and graceful spike. 75c each. 75c dozen. \$5.00 for 100.

GRAND ZANG — Soft salmon pink, deepening to salmon on lower petals. A beautiful cut flower variety. 8c each. 75c dozen. \$5.00 for 100.

GRAND DUCHESSE — Deep purplish wine color — large strong grower and very early. Very handsome in combination with light colors. 10c each. \$1.00 dozen.

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GR

Group Offerings and Color Collections —

Ten Varieties—America, Crackerjack, Rouge Torch, Ida Van, Chicago White, Halley, Mrs. Watt, Empress of India, Arizona, Gretchen Zang. 5 each — \$2.00. 10 each — \$3.50.

Twenty Varieties—Candidum, Mrs. F. King, Herada, Bertrex, Prophetesse, Faust, Principe, Peace, Niagara, Nora, Pearl, Mrs. W. E. Fryer, Kunderdi Glory, Schwaben, Gretchen Zang, Arizona, Pink Perfection, Wilbrink, Mary Fennell, Rose Bud. 1 each — \$1.35. 2 each — \$2.25. 5 each — \$5.00.

All Kunderdi Varieties—Mrs. W. E. Fryer, Myrtle, Mary Pickford, Scarlet Princeps, Mary Fennell, Crescent Queen, Mrs. Dr. Norton, 1910 Rose, Daisy Rouge. 1 each — \$1.00. 2 each — \$1.75.

1 each Gold, Peach Rose, Mrs. F. C. Peters, Rose Ash, A. B. Kunderdi, for only \$3.00. 2 each — \$5.75. 3 each — \$8.50.

1 each, Marshal Foch, E. J. Shaylor, White Wonder, Pink Wonder, Golden Measure, Pythia, Muriel, Adriatic, for only \$2.50. 2 each — \$4.75. 3 each — \$7.00.

1 each, Atherton, Neutrality, Defiance, Mrs. G. W. Moulton, Early Pendleton, Scarlet Princeps, Mary Pickford, Joe Coleman, Little Diamond, Mrs. Dr. Norton, 19 beautiful varieties, all Kunderdi, some ruffled, for only \$1.35. 2 each — \$2.50. 3 each — \$3.75.

1 each, Crimson Glow, Flora, Pink Perfection, Baron Hulot, Loveliness, Prince of Wales, Mrs. Dr. Norton, Myrtle, Pendleton, Mr. Mark, Goliath, Le Marechal Foch, only \$1.20. 2 each — \$2.25. 3 each — \$3.00.

Primulinus Collection—1 each, Albion, Argo, Altair, Alice Tiplady, Anamosa, Butterfly, Capella, Dexter, Linton, Myra, Rigel, Salmon Beauty, Tupelo, Topaz, for only \$1.50. 2 each — \$2.75. 3 each — \$4.00.

KUNDERDI'S MIXTURES

Kunderdi's Ideal Mixture — \$4.00 per hundred.

Kunderdi's Orchid Mixture Primulinus Hybrids — \$6.00 per 100.

Kunderdi's Grand Mixture Primulinus Hybrids — \$3.50 for 100.

ELMWOOD TERRACE SPECIAL MIXTURE

Made up of all named varieties including many of the most beautiful in the list above. Sometimes very choice varieties get mixed in handling or a label lost. In either case, no matter how valuable they are, they are put into this mixture. Per 100 — \$5.00.

COLOR GROUPINGS

WHITE—Mary Pickford, Lilywhite, Bertrex, Peace and White Giant. 3 each — \$1.50. 5 each — \$2.50.

PINK—America, Gretchen Zang, Pink Perfection, Myrtle, and 1910 Rose. 3 each — \$1.00. 5 each — \$1.50.

RED—Ida Van, Mrs. W. E. Fryer, Faust, Crimson Glow, and Scarlet Princeps. 3 each — \$1.00. 5 each — \$1.50.

YELLOW—Schwaben, Yellow Hammer, Niagara, Loveliness, and Golden King. 3 each — \$1.00. 5 each — \$1.50.

BLUE AND LAVENDER—Baron Hulot, Herada, Nora, Louise, and Best Violet. 3 each — \$1.50. 5 each — \$2.50.

DECORATIVE SUGGESTIONS

For good color contrast, try blues with creams and yellows; blues with delicate pinks; delicate pinks with whites or deeper pinks and rose; reds with whites and creams or harmonizing shades of pink.

For highly ornamental baskets, use the lovely Primulinis in all their rainbow hues, alone or in combination with other flowers, such as Baby's Breath, Delphinium, Candy Tuft, Phlox, etc.

Last year, at the New England Gladiolus Show, our exhibit of Alice Tiplady and Topaz won first prize for the handsomest basket, the basket being black enameled, and Baby's Breath and asparagus used to complete the beautiful effect.

For porch decoration, use some of the brilliant reds, selecting the cheaper varieties such as Ida Van, Crackerjack, etc., so that they may be used in quantity.

Have you a room with mahogany furniture—possibly with mulberry hangings—where most floral decorations are a problem? Try Rose Ash and Loveliness!